



## **School of Applied Business**

### Course Outline

Sustainable Tourism Practices: BX660017

Sustainable Tourism: OT5020

Semester 1, 2013

## COURSE OBJECTIVES / AIM

To provide students with an awareness and understanding of the benefits of adopting environmentally, economically sustainable practices which are also socially and culturally sustainable for all tourism sectors.

## QUALIFICATIONS

BX660017, (Sustainable Tourism Practices) is a level 6 paper in the Bachelor of Applied Management

OT5020, (Sustainable Tourism) is a level 5 paper in the Diploma in Travel and Tourism

## PRE-REQUISITES

**Required:**

NA

**Recommended:**

NA

## COURSE STAFFING

**Lecturer(s)**

Name: John Grant

Phone: 021 765 228

Email: johnagrnt100@gmail.com

## DELIVERY DETAILS

**Lectures**

Day(s): Monday

Time(s): 10.00 am – 12.00 pm

Location: D 101

***Please note that attendance may be required at additional sessions during the semester which may take the form of lectures, seminars, tutorials, group work or meetings, etc., or industry visits. You will be notified at least 2 weeks in advance of these arrangements which are a necessary and valuable addition to aid your learning.***

Should you require assistance beyond formal and prescribed lectures, etc., please make an appointment during consultation hours above or alternatively with the Learning Centre.

Students are permitted to use laptops in class BUT ONLY for the purposes of the paper(s) they are studying. Students using laptops for personal reasons/non-academic activity will be asked to leave the class for the remainder of that session. On-going non-compliance will not be tolerated.

## COURSE PARTICIPATION

To ensure your success in this course, participation in all lecture sessions and tutorials, etc., (if applicable) is highly recommended. Tutorials are generally designed to assist your application of course material and generally no new material is taught.

As a matter of courtesy please inform Administrative Staff and/or your Lecturer prior to class if you are unable to attend. Some students, e.g., international students or students on special contracts may have contractual obligations regarding their attendance which we are required to provide to the relevant government agencies.

Attendance is closely monitored for ALL students and non-attendance is followed up by the School or Student Services as there is a strong correlation between attendance and success. Please note students who fail to attend lectures for a period of 2 weeks without legitimate cause or who have regular and unexplained absences may be withdrawn from that paper(s) by the School.

You must advise in writing by letter or by using the form available from the School of Applied Business reception, if you intend to withdraw from a course.

## CHANGES/FEEDBACK

Students are encouraged to provide feedback on both course/paper content (on a 3-year cycle) and lecturer performance.

Lecturers will seek informal feedback in weeks 4 – 6 and report back to the class the following week reflecting on this feedback and any possible changes.

## COURSE RESOURCES

See [http://wikieducator.org/Sustainable\\_Tourism\\_Practices](http://wikieducator.org/Sustainable_Tourism_Practices)

## ELECTRONIC RESOURCES

The School of Applied Business has one main electronic resource which it utilises, Moodle. Moodle will contain course and assessment information, as well as course material such as readings and learning resources. It is important to understand and regularly utilize this platform as it will aid your learning and enable you to access course information remotely.

## LEARNING OUTCOMES BX660017

At the successful completion of this course, students will be able to:

1. Identify and examine sustainability in a tourism context
2. Identify and analyse the complexity and challenges of sustainability in tourism.
3. Discuss and evaluate the implementation of sustainable practises for all sectors of tourism
4. Discuss the future focus for sustainable practice in relation to the tourism industry and enterprises.

## INDICATIVE CONTENT BX660017

- a. Worldviews of tourism and sustainability
- b. Sustainability – a broad definition and tourism contextualisation – destination and communities, enterprise and operations, environment and culture
- c. Sectors of tourism and their application of sustainable practices
- d. Climate change – tourism responses
- e. Research – reducing the ‘footprints’
- f. Social responsibility and ethics
- g. Future focus – The Tourism 2050 Project

**ASSESSMENT GRID BX660017**

Topics/Learning Outcomes	Assessment 1	Assessment 2	Assessment 3	Total
1. Identify and examine sustainability in a tourism context	15	5	5	25
2. Identify and analyse the complexity and challenges of sustainability in tourism.	10	10	5	25
3. Discuss and evaluate the implementation of sustainable practises for all sectors of tourism		20	5	25
4. Discuss the future focus for sustainable practice in relation to the tourism industry and enterprises.		20	5	25
<b>Total</b>	<b>25</b>	<b>55</b>	<b>20</b>	<b>100</b>

**LEARNING OUTCOMES OT5020**

At the successful completion of this course, students will be able to:

1. Understand some of the key sustainability issues both present and future in a national and international tourism context
2. Demonstrate an understanding of the systems of sustainability
3. Identify and analyse existing practices of sustainability within the tourism industry
4. Use a systems approach to introduce and maintain, sustainability concepts in a tourism business context

**INDICATIVE CONTENT OT5020**

- a. Terminology and concepts of sustainable practice
- b. Exploring a systems approach to sustainability
- c. Explore personal values and attitudes around sustainability issues
- d. Analysis of case studies
- e. Identify and analyse existing practices and systems of sustainability in tourism
- f. Tourism Strategy 2015 (incorporation of sustainability)

**ASSESSMENT GRID OT5020**

Topics/Learning Outcomes	Assessment 1	Assessment 2	Assessment 3	Total
1. Understand some of the key sustainability issues both present and future in a national and international tourism context	15	5	5	25
2. Demonstrate an understanding of the systems of sustainability	10	10	5	25
3. Identify and analyze existing practices of sustainability within the tourism industry		20	5	25
4. Use a systems approach to introduce and maintain, sustainability concepts in a tourism business context		20	5	25
<b>Total</b>	<b>25</b>	<b>55</b>	<b>20</b>	<b>100</b>

## COURSE ASSESSMENT

Course assessment consists of 3 major items of assessment -

### Assessment 1

Date ..... May 6

Time ..... 10.00 am

Weighting ..... 25%

Stage 1 of sustainable tourism business case study. Introducing the business and its specific challenges

### Assessment 2

Date ..... May 27

Time ..... 10.00 am

Weighting ..... 55%

Stage 2 of the business case study. Completion of the required components of a business plan to address all sustainability issues and to secure the future sustainability of the business for the long term.

### Assessment 3

Date ..... Weeks commencing 27 May and June 3

Time ..... TBC

Weighting ..... 20%

Stage 3 of the business case study. Presentation of the major findings and recommendations resulting from your project work.

Further details and guidelines concerning each piece of assessment will be provided throughout the semester.

**An overall mark of 50% is required to pass each paper.**

Assessments ought to be submitted electronically (unless advised otherwise) naming each one as follows in the subject line: your name followed by abbreviation for paper then no' of assessment, e.g., johnblogs2

**The work that a student submits for assessment/grading must be the student's own work, reflecting his or her learning.**

Whenever you use ideas written by someone else in your assessments, you must acknowledge the source of this material. It is crucial that you understand the importance of respecting the intellectual property of other writers and researchers. All sources must be referenced using American Psychological Association (APA) format. If you do not acknowledge the material correctly, **whether intentional or otherwise**, you will be guilty of plagiarism which is considered a dishonest practice. Plagiarism will incur deductions depending on the severity of the 'offence' – these penalties range from mark deductions to deductions of a % of the assignment value or result to a zero mark for a whole paper. The following website is very helpful with APA referencing: [http://www.waikato.ac.nz/\\_data/assets/pdf\\_file/0017/51632/APA\\_Referencing\\_6th\\_ed.pdf](http://www.waikato.ac.nz/_data/assets/pdf_file/0017/51632/APA_Referencing_6th_ed.pdf)

Seminars to help with APA referencing and integrating academic literature into your work will be held near the beginning of the semester for Year 1 students. You are expected to attend this training session. We also encourage everyone to go to the Learning Centre should you require assistance with any aspect of referencing and/or academic writing.

(Refer to Otago Polytechnic Assessment and Moderation Policy AP900, and Plagiarism Policy AP607.00. These are available on Insite.)

Other useful resources are available such as Endnote and the following websites:

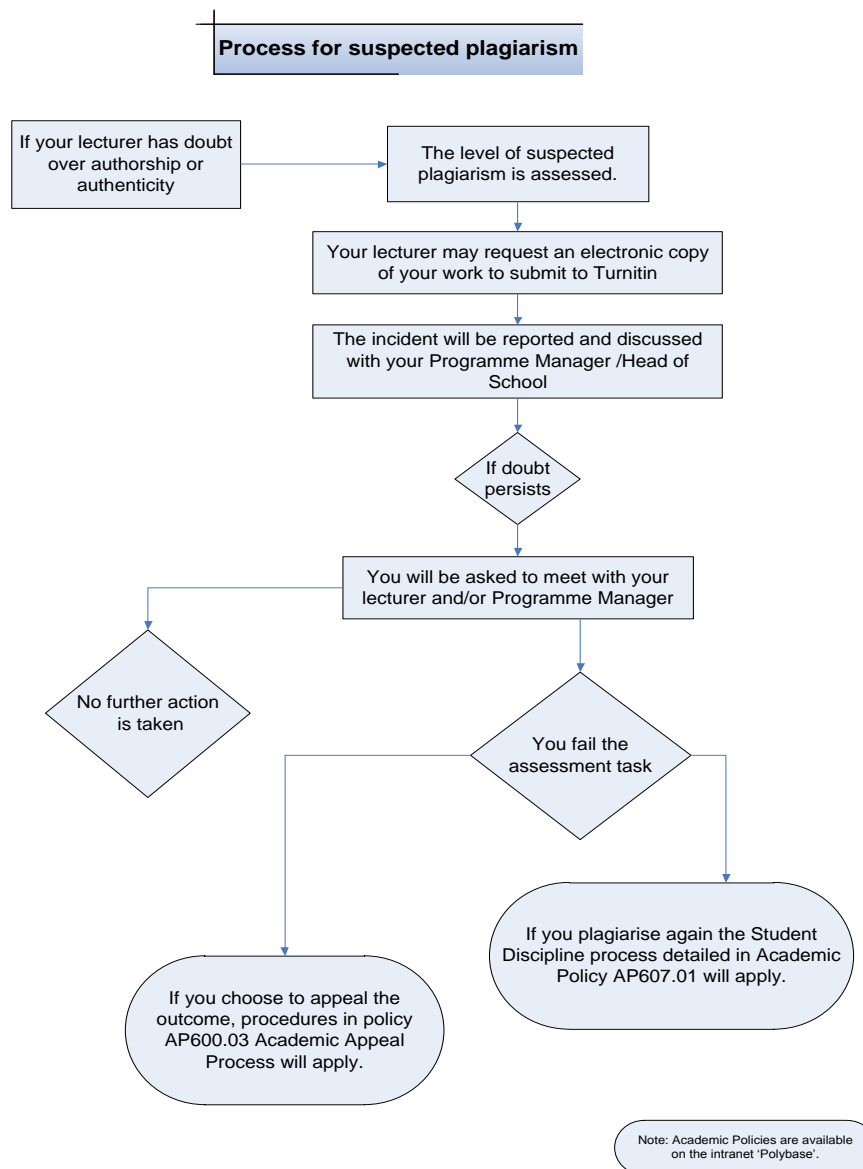
- <http://citationmachine.net/?q=11>

- <http://owl.english.purdue.edu/owl/resource/560/06/>

Turnitin is an electronic plagiarism detection service that is used by educational institutions world wide. When a student's assignment is submitted electronically to this system it is matched against millions of internet pages, electronic journals and a constantly increasing database of previously and concurrently submitted assignments. Teaching staff receive a report from Turnitin that can be used as a resource by them to assist in making a judgement as to whether a student's work is plagiarised. Your lecturer may require you to submit your assessments to 'Turnitin' (on Moodle) prior to submission to check the level of plagiarism.

### Cases of dishonesty are regarded as serious by Otago Polytechnic.

If dishonest practice is suspected, the following process will be put into action:



## ASSESSMENT INTEGRITY

Deadlines will be enforced and any late assignments will be penalised. Ten per cent (10%) will be subtracted for each day by which the assignment is late.

Extensions will be granted in only two circumstances:

1. Medical grounds (a medical certificate is required)
2. Compassionate grounds

**You must apply for an extension BEFORE the due date by filling in the Extension form available from the School Administration staff and negotiating a date for submitting your assessment with the lecturer(s) concerned.**

## COURSE AWARD

The overall top student in the course for the semester will be recognised at an awards ceremony held in December. In some cases there are sponsored prizes for top students.



**COURSE OVERVIEW BX660017**

Week No'	Week Commen	Key Dates	Learning Outcome(s)
1	18 Feb	Orientation	
2	25 Feb	Introduction to the course, wiki and materials. Triple/quadruple bottom line.	1
3	4 Mar	Discuss potential case study subjects for assessments with specific reference to sustainability issues and practices. le to decide suitability.	1
4	11 Mar	Group project selecting tourism enterprise from transport, accommodation and activity/experience sectors identifying and comparing sustainability related challenges	2
5	18 Mar	Class/group exercise on analysis of market/industry environment, introduction to strategic overview and building competitive strategy.	2
6	25 Mar	Otago Anniversary Day Mon 25 Mar Good Friday 29 Mar	
7	1 Apr	Easter Break Mon 1 Apr & Tues 2 Apr	
8	8 Apr	Group exercise looking at selected case study in heath/spa wellbeing/accommodation sector. Consider global, national and regional drivers and challenges.	3
9	15 Apr	Class activity to develop sustainability-based values, vision and mission for a tourism business.	3
		Mid-semester Break 22 Apr – 3 May inclusive	
10	6 May	Sustainability driving product development, brand positioning strategy and consumer segmentation. Group exercise.	3
11	13 May	Marketing mix decisions that 'articulate' sustainability based values and deliver on business strategy in 3 major tourism sectors. The importance of implementation and the human factor.	4
12	20 May	Future proofing tourism businesses based on projected trends and likely issues and considerations.	4
13	27 May	2 <sup>nd</sup> Assessment completed. 3 <sup>rd</sup> Assessment/presentations started	
14	3 June	Continuation of 3 <sup>rd</sup> Assessments/presentations and Queen's Birthday	
15	<b>STUDY WEEK – Mon 10 June - Fri 14 June</b>		
16	<b>EXAM WEEK - Mon 17 June - Fri 21 June</b>		

**Please note that some classes may continue into weeks 15 and 16 WHERE THERE ARE NO EXAMS.**

**Note:** The Course Lecturer has the right to change the order of the lectures and/or topics included in each assessment at any time.